

Swan calls for attention to end product marketing

More cattlemen must become interested in what happens to beef after it gets into processing and distribution channels, Bill Swan said recently.

Swan, the Rogerson, Idaho, cattlemen who is president of the National Cattlemen's Assn., commented on industry developments in a talk at the annual convention of the Florida Cattlemen's Assn.

"If our industry is to be strong and profitable," Swan said, "more of us will have to think beyond selling cattle to an auction market or a packer. We must support efforts to analyze consumer markets and then influence what happens to our product during the

marketing process."

Swan noted that NCA has been involved in efforts to step up state check-offs and increase funding for national programs of beef research, education and promotion. He also cited some of NCA's programs in government affairs and public information which are aimed at improving the beef image and countering anti-meat dietary advice.

One key NCA effort at this time is to obtain changes in beef grading which will encourage the production of leaner beef, thereby meeting growing consumer demand for such beef.

"If we can make our entire business more productive, from cattle production through processing and

distribution, we will be able to compete more effectively. At the same time, we must analyze the different market segments more closely, help see that products meet changing consumer demands and then promote the positive values of beef."

The competitive situation for beef is currently quite difficult, mostly because of the weak economy and record large supplies of competitive meats," Swan said. "However, beef is still by far the most preferred meat—as evidenced by per capita spending for beef."

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OVERVIEW—Looking over a pen of Gelbvieh heifers during the Wyoming Gelbvieh Assn. field day held recently were Fred and Lee Kummerfeld (left), hosts, Moorcroft, Wyo.; Travis Fawcett, Rive Heights, S.D., 1981 American Gelbvieh Assn. Ambassador; Brenden Kloehrenz, Sterling, Colo., 1980 AGA Ambassador; Mrs. Fawcett, Rive Heights, S.D.; Gelbvieh Gals President; Ted MacLennan, Beaman, Colo., American Gelbvieh Assn. president; and Don Fawcett, Rive Heights, S.D., AGA vice-president.

NCA proposes ESS change

The National Cattlemen's Assn. has recommended changes in agricultural statistical and economic reports which it feels would make the information more useful and, at the same time, save taxpayer's money.

The recommendations were made in a statement presented to the Economic and Statistics Service (ESS) of the USDA, in connection with the ESS budgeting process. The statement, prepared by NCA's marketing committee, was presented by Burton Eller, NCA vice-president for government affairs.

NCA said ESS should: 1) collect and provide only basic economic data for use by agricultural producers and related industries; 2) provide only those vital services and information which it is not feasible for the private sector to provide; and 3) conduct useful and timely economic research which addresses current and prospective industry problems.

NCA said ESS can make budget savings without reducing services which are really useful to mainstream agriculture and which benefit the public as well.

Basic points made by NCA included:

- USDA should reduce or eliminate its current annuals and outlook information. It should provide basic inventory and other data of use in cattle and other products. But it should not be issuing price forecasts. Analysis and outlook information is now provided by private services, state extension services and others. It no longer is necessary for USDA to devote expensive resources to forecasting.

A recent survey showed that most NCA members feel USDA's role should be one of collecting and reporting basic data. Most feel that USDA's outlook reports are of limited value or of no value. If budget cuts are necessary, the cuts should be made in the market outlook area.

In making adjustments in its economic reporting

USDA should consider the relative importance of different segments of agriculture. If cuts must be made, they should be made in reports for very small segments of agriculture. Mainstream agriculture should have priority. At present, beef cattle account for 23% of all farm marketings, but statistical reports on cattle represent only 7% of the ESS budget for statistics.

USDA economic research should be redirected so that it focuses on current and prospective problems in agriculture. Its chief aim [benefiting the public as well as producers] should be to develop information which will help improve decision-making and productivity. It should not focus, as it has in recent times, on policy matters not related to an efficient agriculture.

The GAO recommended that Congress, in debating possible alternatives to the Delaney Clause, should consider the use in food in any amount of any additive found to cause cancer in laboratory animals. However, the GAO noted that Congress does have the option of overriding the Delaney Clause through legislation in individual cases.

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"Don't shoot him yet, he just might be one of them endangered species!"

CJHA hosts field day

By JERRY YORK

The Colorado Junior Hereford Assn., in conjunction with Keyhole Herefords owned and operated by Robert and Bev Miller, held their annual field day and heifer show at the ranch near Elizabeth, Colo., recently. The two day event drew large crowds and substantial numbers of entries in the heifer show and showmanship contest, in preliminaries of which were held the first day.

The big activity of the afternoon was the finals for the heifer show and showmanship contest with Justin Cummings showing the champion heifer while Jean Dickinson from Browns Park showed a Prospector bred commercial heifer to the reserve championship. Gary McDonald was the judge for the heifer show. Ted Morgan judged the showmanship finalists and he also selected Justin Cummings as his champion showmen. Cummings will represent the Colorado Junior Hereford Assn. at the All American Hereford Expo to be held in Rapid City, S.D. Jean Dickinson took reserve champion honors while Dustin Riddle, Whitewater, was the champion junior showmen and Monica Knutson, Genesee, took reserve junior showmen honors.

Official judges for the judging contest included: Gary McDonald, United Livestock Brokers, Fort Collins; Ted Morgan, Morgan and Marcotte, Julesburg; and Ron MacLennan, Valhalla Ranch, Bennett. Continuing their winning ways, Justin Cummings won the speech contest as Jean Dickinson finished second to take reserve champion speech honors. The speech contest was judged by Dianne Gordon, Castle Rock.

Although officials of USDA's Food Safety and Quality Service have been reluctant to reveal specifics of the proposal, a few have hinted publicly that the proposed regulations will be more acceptable to the meat industry than those currently in place. Current regulations require MDM-containing products to bear the label declaration "mechanically processed (beef/pork/meat) product" and "contains up to (a specified) percent powdered bone."

OMB to review MDM regulation

USDA's proposed mechanically processed meat regulations were recently sent to the Reagan administration's Office of Management and Budget (OMB) for review, USDA officials told CNS.

OMB has 60 days to respond to the proposal, the officials said. However, OMB generally is expected to expedite the review because of the high priority given MDM regulations by the administration's task force on regulatory review.

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USDA estimates meat level well below restriction

USDA's third quarterly estimate of 1981 U.S. meat imports, of 1,233 billion lb., indicates U.S. meat import restriction legislation will not be triggered, Agriculture Secretary John Block said.

The estimate is almost 125 million lb. below the trigger level of 1,447 billion lb. that would require restraints on meat imports.

The current countercyclical import law requires the President to restrict imports of certain meats, primarily beef and veal, if USDA estimates imports of those meats will equal or exceed the trigger level.

USDA issued a new estimate of meat imports before each calendar quarter. The fourth quarter estimate will be made in September.

Coming Events

July 24-Aug. 1: American Paint Horse Assn. National Show, Oklahoma City, Okla.

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July 31-Aug. 1: Montana Beef Cattle Auction, Billings, Mont.

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additional fencing \$150,000. Terms.

RANCH RESEARCH REALTY
P.O. Box 2, Klamath Falls, OR 97601
PHONE: 503/882-0544

CENTRAL OREGON EMPIRE

17,000 Deeded acres year round grazing, 30 miles north of Madras
on U.S. Highway 97. Good brush grass, very little winter feeding. Elec-
trication 550'-3,380'. About 14' "perception". Will carry 550 cows
plus calves and bulls. Good irrigation water and fences. Dry farm
wheelbarrow potential on 2,500 acres. Only 2 miles from Oaschutes
River; upland hills, mule track, just 2.5 hours from Portland.
Great investment at \$105 per acre. Asking \$1,000,000-\$540,000
down. Balance 25 years amortization at 9.5% interest. balloon payment
end of 11th year. These terms only to strong buyer. Seller motivated
desires 1031 exchange for ranch has already found. All details available.
Brokers welcome, must accompany client.

C. PATRICK BATES REALTY, INC.
370 E. 8th Temple, Salt Lake City, UT 84111
801/521-2488 Days • 801/376-4426, Evenings
Oregon Co-Brokers
Glenn Eddy, Valley Ranch Sales
John Day, Oregon

CO/CALF OR YEARLING OPERATION
1,800 Acres deeded with excellent BLM tree range. 85 acres sprinkler
irrigated alfalfa and 500 acres irrigated meadows. 4 bedroom home, barn,
shop, corral with scales. Highway frontage, good hunting and fishing,
beautiful country. Same family ownership for 20 years. Price: \$850,000.

OREGON COW OUTFIT
6,800 Acres deeded with contiguous BLM and forest service grazing
permits. 2 good sets of ranch improvements. Sprinkler irrigated alfalfa and
flood irrigated meadows with free creek water. Mild wintering area.
Pictureque setting with highway frontage. Excellent hunting and fishing
on the ranch. Price: \$1,200,000. Down payment \$250,000 balance
amortized over 15 years with 10% interest. Refinance in 3 years. Cattle
and machinery available at market.

NORTHERN CALIFORNIA RANCH
Productive, 3,400 acres deeded land with excellent forest service permit.
Free creek water and reservoir storage for 750 acres of flood irrigated
meadows. 800 acres of sprinler irrigated alfalfa and grain. Main 4
bedroom home over looks the entire ranch. Excellent second home, barn,
shops, corral and corral. Well balanced operation with a high percentage
of dispersals. Convenient location close to a nice size town. Price:
\$30,000.00.

WESTERN FARM MANAGEMENT CO.
P.O. Box 1388
Klamath Falls, OR 97501
PHONE: 503/883-6116
Ralph Corp., 503/882-0147;
Steve Tordt, 503/884-1887
Allen Cuth, 503/882-9657

INTERMOUNTAIN

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NORTHEASTERN NEVADA CATTLE RANCH
300 Head year around cattle operation. A compact outfit with lots of
potential, 650 acres of deeded land with numerous springs relied on.
Property BLM permit adjoins to ranch. Priced at \$500,000 with some
terms available to qualified buyers.

Sold exclusively through:
RANCHERS REALTY
P.O. Box 410, Ely, NV 89301
John Carpenter, Licensed Real Estate Broker
PHONE: 702/738-9861 or 702/738-4482

NEVADA CATTLE RANCH

Approximately 7,720 deeded acres, 1,735 irrigated by creek through part
of the ranch. FREE WATER. Private well and forest permit for 2,000 A.U.S.
Permit land deeded land. No trucking. Excellent range. Good winter range
on deeded land. This top outfit operating ranch was established in 1864.
\$2,250,000. Seller financing after down payment. 200/339-1302.

REGISTERED HORSE RANCH

Approximately 182 deeded acres, 2 new, ranch style homes, new ex-
quisitely arranged, 25 stall barn with arena, wash stalls, office and apartment.
Several outside paddocks. Excellent acres with water. A beautiful ranch 8
miles from town in center of NORTH CALIFORNIA horse show country.
\$824,000 with seller financing.

JOHNSON & SMITH, REALTORS

Brokers
Don M. Johnson • Don H. Johnson
P.O. Box 541, Napa, CA 94558
PHONE: 408/467-4456; 408-641-7818; 707-7018

• Floyd P. Johnson, Broker
365 Geary Way, Suite 600, San Francisco, CA 94102
PHONE: 415/362-3300

• Steve Johnson, Broker
1000 16th Street, Suite 1000, Sacramento, CA 95814
PHONE: 916/446-0000

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Farms and Ranches

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Farms and Ranches

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CLOVER VALLEY RANCH & FARM

800 Irrigated acres (150 acres with new center pivot irrigation). Excellent
water flow. 3 bedroom house, 10 miles south of Wells, Nevada. Should
product 2,200 to 2,700 lbs. all day.

Plus 65,000 acres of railroad and OLM grazing lands.

Price: \$70,000. Terms considered. Write: R. BROWN, Box 188, Wells,
NV 88938 or phone: 702/752-2433.

IDAHO RANCHES
1,700 PAIR, 2,800 deeded acres, \$3,400,000.
SUNVALLEY RANCH, 950 acres, \$2,375,000.
800 PAIR, 3,800 SHEEP, 11,700 acres, \$2,000,000.
650 PAIR, 820 deeded acres, \$1,250,000.
400 PAIR, 1,300 deeded acres, \$900,000.
300 PAIR, 980 deeded acres, \$800,000.
200 PAIR, 280 deeded acres, \$340,000.
100 PAIR, 150 deeded acres, \$225,000.

Jerry Worley, 208/338-3333

FENWICK REAL ESTATE, Boise, ID 83702

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SOUTHWEST

Farms and Ranches

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Farms and Ranches

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